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Coming Styles

DESIGNED BY THE

GREAT COSTUMERS OF EUROPE

PARIS - - - - - E. FÉLIX
LONDON - DEBENHAM & FREEBODY
BERLIN - - - - JULES BISTER
FRANKFORT A/M - ULLMANN & STRAUSS
BRUSSELS - - - HIRSCH & CIE
THE HAGUE - - - M A. VOGELS
ST. PETERSBURG - A. IZAMBARD

VIENNA - - - CH. DRECOLL
TURIN - DE GASPARI, ROSA E TORTA
FLORENCE - - - EMILIA BOSSI
LYONS - - AUX DEUX PASSAGES
GLASGOW - SIMPSON HUNTER & YOUNG
DUBLIN - - - - MANNING
LIVERPOOL - GEO. HENRY LEE & CO.

To Our Patrons ....

This book contains thirty full-page designs, half of the illustrations in colors. Each costume is described as to design and color, and each authenticated by the signature of the modeler,

Who is one of the Great Modeling Costumers of the World .....

They say under their own signatures that the designs illustrated in this book are to be the coming fashions for the spring and summer of 1896.

Messrs. Jordan, Marsh & Co. have perfected arrangements by which they are here enabled to display before their patrons the

Coming Spring and Summer Styles for 1896

of the great modeling costumers of the world, authenticated by their own signatures.

The money worth of this book to those who desire to know the correct style can not be estimated in dollars and cents. The fashion monarchs of Europe simply turned their backs when approached with a pecuniary offer for their ideas, and this is the first time any house in the world has been enabled to give genuine authentic European fashion designs in advance of the season.

JORDAN, MARSH & COMPANY.

Boston, April 15, 1896.

COMING STYLES

DESIGNED BY THE

GREAT COSTUMERS

OF EUROPE.

Two Designs, from the leading Costumer of each of the fourteen great cities of Europe, as follows:

PARIS.....E. FÉLIX	VIENNA.....CH. DRECOLL
LONDON..... DEBENHAM & FREEBODY	TURIN.....DE GASPARI, ROSA E TORTA
BERLIN ..... JULES BISTER	FLORENCE.....EMILIA BOSSI
FRANKFURT A. M.....ULLMANN & STRAUSS	LYONS .. ..AUX DEUX PASSAGES
BRUSSELS.....HIRSCH & CIE	GLASGOW.....SIMPSON, HUNTER & YOUNG
THE HAGUE. .....M. A. VOGELS	DUBLIN .....MANNING
ST. PETERSBURG..... A. IZAMBARD	LIVERPOOL.....GEORGE HENRY LEE & Co.

PUBLISHED BY

JORDAN, MARSH & CO.,

BOSTON.

Fournisseur
à S. M. La Reine d'Italie.
S. M. La Reine Marie Dona Pia.
S. A. J. Comtesse d'Eu.
Les Princesses de Bulgarie.
Les Princesses Lobanoff,
Radziswill & Obolinsky, de la cour de Russie.

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VISITING COSTUME.

Wide skirt of old blue silk falling on sides over underskirt of pale lilac mousseline-de-soie draped very full over the silk and gathered at the bottom with black velvet ribbon forming a dainty garland and three full bows. Old blue silk basque with coat long on sides, and shorter, with very full pleats, in back. Waist plain in back, large revers falling over the shoulder and exposing the V-shaped and slightly décolleté vest of finely pleated mousseline in front and back; upper sleeves of old blue silk quite full and opening over lower sleeve of pleated mousseline. Ribbons and bow at neck and waist. Large rhinestone buttons.

(E. Felix, Paris.)

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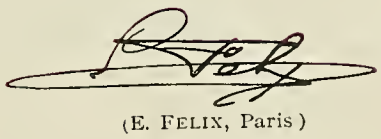
Fournisseur
à La Princesse de Chimay.
La Duchesse de Maillé.
La Duchesse d'Uzes.
La Duchesse de Luynes.
La Comtesse de la Rochefoucault.
La Vicomtesse de Greffulhe.
La Duchesse de la Torre.
Madam Sarah Bernhardt.
Miss Ada Rehan, et au Théatre Français du Vaudeville.

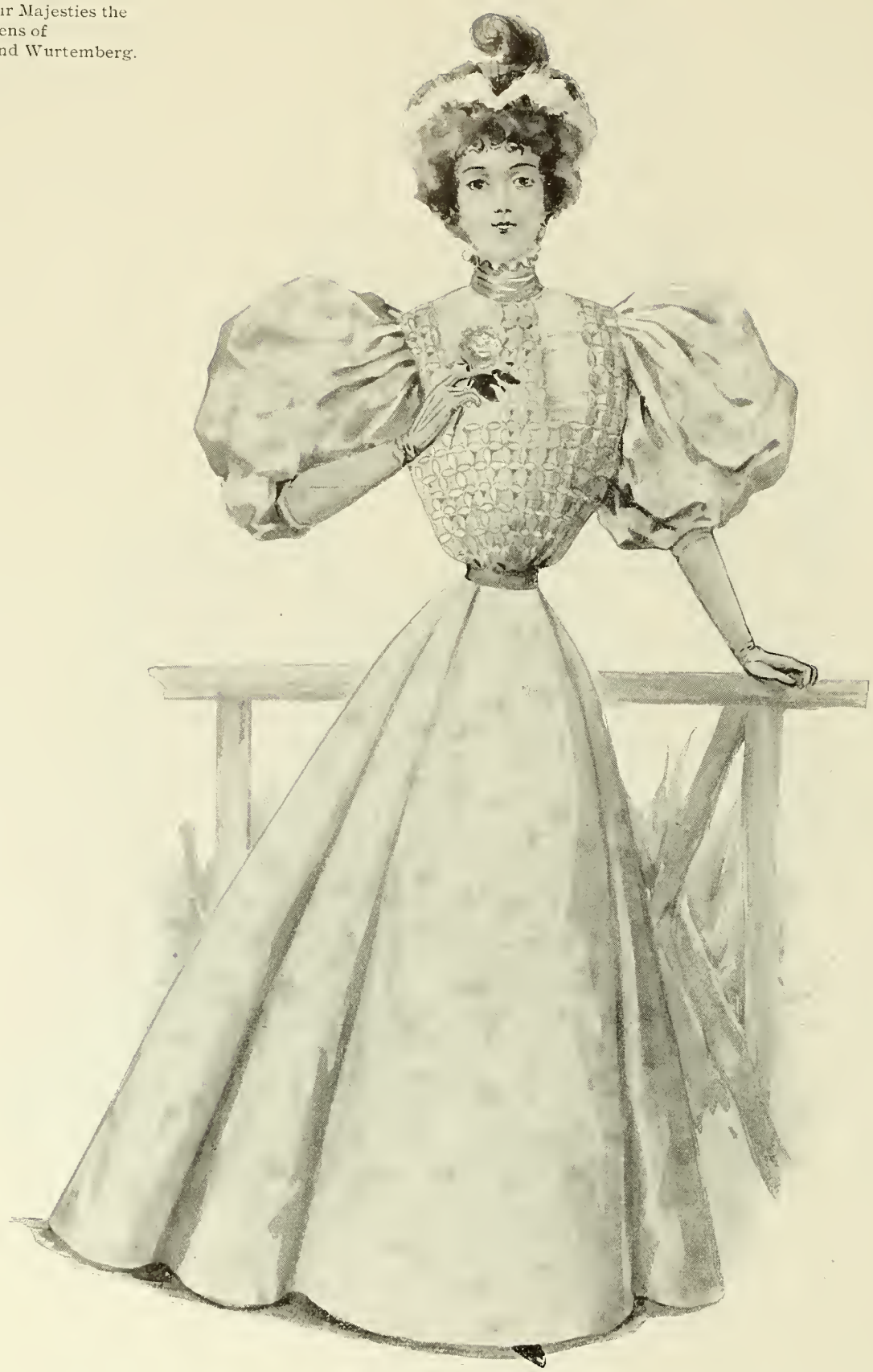
PROMENADE GOWN.

Princesse dress of striped pale-green silk and white satin; front of white satin with tabs of delicate black lace beaded with jet trimming over green satin; trimming of loops of black satin ribbon. Jetted tabs on corsage form reversed revers. Same beaded lace over green satin forms the long lower sleeve, into which the fullness of upper sleeve is gathered. Epaulette and collier of black satin loops over white satin. Small bonnet of ribbon and violets; large black parasol covered with mousse-line-de-soie and trimmed with bunches and loose violets.



(E. Felix, Paris)

Madame Bossi
furnishes Their Majesties the
Queens of
Italy, Servia, and Wurtemberg.



VISITING TOILETTE.

Skirt and sleeves are of brocaded taffeta on porcelain blue and cream. The corsage is of ecru chiffon, shirred and embroidered in steel jewels. Collar and belt of velvet.

EMILIA BOSSI,

Per

Florence.

PROMENADE TOILETTE.

The full navy blue mohair skirt is cut with a corselet. The blouse is of checked taffeta in dainty colors to correspond with the skirt, and large fischu-like collar of the same material as the skirt.

EMILIA BOSSI,

Per

Florence.

VISITING COSTUME.

The skirt in black satin duchesse, quite plain. The corsage in rose pink peau de soie with deep tabbed collar in old guipure studded with jet. Belt of green and pink shot velvet. Hat en suite.

Debenham & Freebody

(DEBENHAM & FREEBODY, London.)

SPRING WALKING DRESS.

Skirt and sleeves in pale yellow chiné with blurred flowers in delicate shades.
Bodice of white satin embroidered with fine jet and green sequins.
Ceinture and collar in vert tendre satin ; toque en suite.

Debenham & Freebody

(DEBENHAM & FREEBODY, London.)

M. A. Izambard is
Costumer to the ladies of the court at
St. Petersburg.
Among his numerous clientèle is the
beautiful
Duchess of Leuchtenberg
and the Countess Strogonoff, court-lady
to the Dowager Empress.

VISITING TOILETTE.

This costume is made of "velvetine nouviantè," now so fashionable. The color is a dark blue, flecked with tiny yellow spots. Feather trimming, jet, and yellow velvet trim the waist.

(A. IZAMBARD, St. Petersburg.)

EVENING DRESS.

This costume is particularly adapted to a brunette. The yellow brocade is trimmed with jet. The sleeves are of black chiffon. Grelots of jet trim the low cut bodice.

A. Izambard

(A. IZAMBARD, St. Petersburg.)

To the Imperial Family
of Austria.

HOUSE DRESS.

Chiné silk of variegated colors on green ground; very full skirt and sleeves; large fichu collar of finely pleated light rose chiffon striped with black velvet ribbon and gold braid, and fastened with darker rose ribbon, which runs over shoulders, forms belt, and falls in front in long bow and ends; cuffs and collar of golden brown velvet.

(CH. DRECOLL, Vienna.)

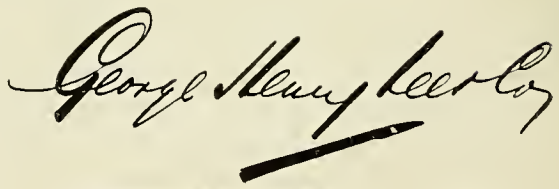
PROMENADE COSTUME.

Brown cloth; full skirt edged at hem with rows of narrow gold braid; waist forming jacket from back seams, and striped diagonally with rows of gold braid finished by tiny brass buttons; white silk vest embroidered with gold; white silk cravat.

(CH. DRECOLL, Vienna.)

MARQUISE.

Silk-satin lined with silk, veiled at sides and back, with ivory sprig net, edged lace. Bodice in satin or chêne brocade, with revers in ivory satin and bands of gold galloon; sleeves formed with bands of the galloon over silk ground; the lace coming from underneath is trimmed with violets.

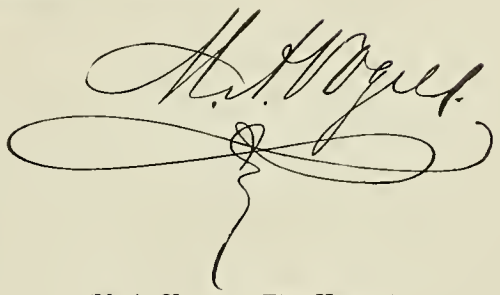


(George Henry Lee & Co., Liverpool.)

To the Royal Court of Holland.

TAILOR-MADE.

The chief tint of this dress is "crimson-lake," and it is a summer cloth; the waistcoat is of grey-pearl amazon cloth. The trimming is bordered with silk embroidery, while the waistcoat is embroidered by hand.



(M. A. VOGELS, The Hague.)

DUCHESSE.

In sky-blue silk satin, studded with good paste diamonds; sleeves of wide yellow ribbon, edged with lace; the skirt (which is lined with silk as well as the bodice) shows a narrow panel of yellow satin with jabot of lace on either side.

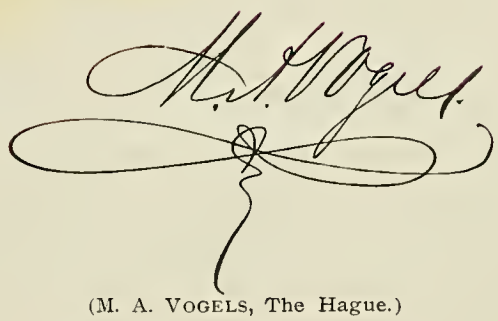
George Henry Lee & Co.

(George Henry Lee & Co., Liverpool.)

To the Royal Court of Holland.

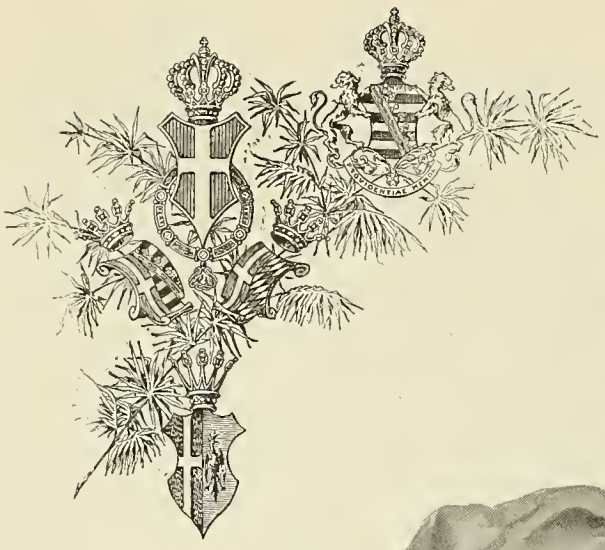
POMPADOUR.

This costume is of "pompadour" material—a wool and silk cream colored "fond," with flowered crêpe de chine. The corselet is of cream colored crêpe de chine. The crêpe de chine "ruche" around the throat is trimmed with lilac ribbons of the same shade as the flowers. The sleeves are of the same material as the skirt, and bordered with a ruche of crêpe de chine and ribbon.



(M. A. VOGELS, The Hague.)

Fournisseurs
à S. M. La Reine d'Italie.
S. M. La Reine de Saxe.
S. A. R. La Duchesse de Gènes Elizabeth.
S. A. R. La Duchesse de Gènes Isabelle.
S. A. J. R. La Duchess d'Aoste Bonaparte.



ROBE DE VISITE.

In light cloth with very airy cream lace. Figaro jacket on corsage; belt of black satin.

De Gaspari, Rosa et Torta

(De Gaspari, Rosa e Torta, Turin.)

To H. M. The Queen of England.
H. R. H. The Princess of Wales.
H. R. H. The Duchess of York.
H. R. H. The Princess Louise.

By special appointment to Her Majesty
The Queen of Roumania
and the Irish Court.

TEA GOWN.

Special season's design, made "en princesse," of the new and lovely silk, "poplin neigeuse." Front of skirt and bodice of richest white satin trimmed with bands of real sable; enormous revers trimmed with double row of sable. Collar volant and large cuffs of exquisite cream Belgian lace.

Alfred Manning

(ALFRED MANNING, Dublin.)

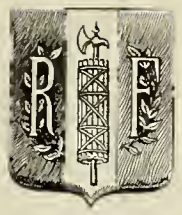
To H. M. The Queen of England.
H. R. H. The Princess of Wales.
H. R. H. The Duchess of York.
H. R. H. The Princess Louise.
By special appointment to Her Majesty
The Queen of Roumania
and the Irish Court.

COURT GOWN.

Designed for Miss Crichton, one of the belles of Ireland and daughter of Colonel the Hon. Charles Crichton. Very full skirt of richest turquoise blue satin Duchesse, embroidered by hand with flight of swallows in steel sequins; corsage quite plain, in blue satin embroidered at top, and basque with steel sequins and swallows. Puffed sleeves of white chiffon, with soft folds of chiffon at bust. Court train, regulation length (4 yards), of blue satin lined with rich white satin, trimmed at right corner with garniture of yellow roses and foliage.

Alfred Manning

(ALFRED MANNING, Dublin.)

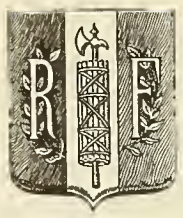


TOILETTE DE CÉRÉMONIE.

Brocaded satin of varied shades; godet skirt; corsage back cut in one piece; trimming of ivory satin and embroidery; revers in front forming epaulettes; center of the front of mousseline-de-soie pleated very fine; belt of satin with gilded galloons, the same galloons on corsage forming "Brandebourgs;" godet basque; tight lower sleeve extending and gathering full upper sleeve; top of sleeve not too bouffant.

AUX DES PASSAGES, LYONS,

Louis Kenzinger
Administrateur

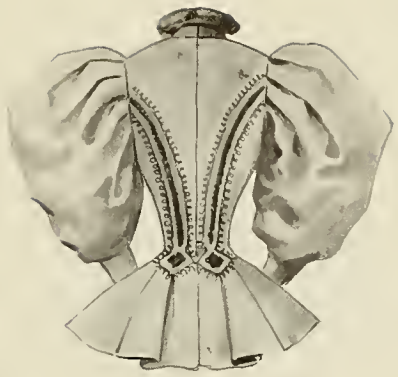


PROMENADE TOILETTE.

In novelty goods of mixed wool and silk impressed in a "chain" design of variegated colors. Godet skirt; waist covered mousseline-de-soie of dark shade; the trimming arranged to form a fichu; small godet basque with ribbon girdle tied in a knot and falling in long ends on the skirt; sleeves, as the model shows, with ruffle of mousseline-de-soie bows of ribbon; draped collar with bow in the back.

AUX DES PASSAGES, LYONS,

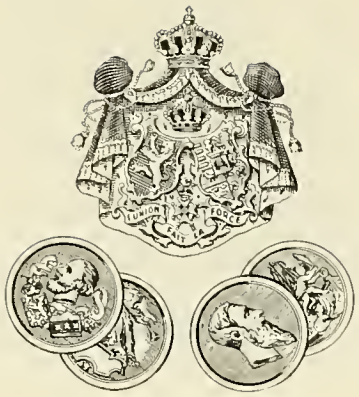
Louis Kenzinger
Administrateur



JACKET.

Dark blue diagonal, trimmed with passementerie and Persian lamb; collar of Persian lamb; the rounded back seams are covered by a strip of fur and finished off by soutache embroidery; front tight-fitting, with wide passementerie and large Persian lamb buttons; the same trimming on the sleeves.

(ULLMANN & STRAUSS, Frankfort A. M.)



VISITING TOILET.

Dress and sleeves of taffeta (impression sur chaine à Pékin dégradé noir). Skirt opens in front on accordion flounce of gauze covered with black lace. The corsage is a basque with a foundation of white satin covered with Brussels lace. The coat is of white satin and gold brocade, and the guimpe of gauze similar to the flounce on skirt. This design may be used for a street gown by employing any of the new novelty woolen goods.

(HIRSCH & CIE., Brussels.)
Also of Amsterdam, Cologne, Dresden, and Hamburg.

Fournisseurs
De S. M. La Reine des Belges.

Hoflieferanten J. K. H.
Prinzessin Friedrich Leopold
Von Preussen.

BALL DRESS, OR RECEPTION GOWN.

This costume is a princesse of satin duchesse of any desired shade. Corsage, drapery, and sleeves are entirely of brocade; the skirt garniture is of brocade arranged in garlands. The flowers of the brocade are in relief, and consist of bunches of violets tied with gold-flecked ribbon in Louis XV knots. The guimpe is of real Brussels lace interwoven with gold. This costume may be developed either in brocade or damask.

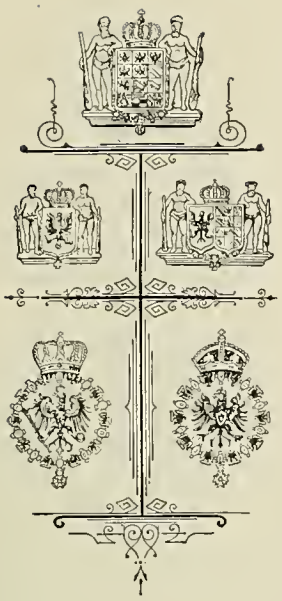
(HIRSCH & CIE., Brussels.)
Also of Amsterdam, Cologne, Dresden, and Hamburg.

WALKING COSTUME.

Navy blue Sicilian cloth. Full plain skirt. Bodice with deep sailor collar and yoke of white satin covered with rich écru lace. Soft full front of white satin covered with white chiffon; full front finished off with tabs of black braid and little gold buttons. Gold galloon laid round waist on top of full basque.

Simpson Hunter & Young

(Simpson, Hunter & Young, Glasgow.)



To Her Majesty and the Princess of the Royal and Imperial Family of Germany.

PROMENADE TOILETTE.

Doe-colored beige trimmed with cream guipure insertions. Blouse of plaid silk with steel belt. Very practical, simple, and delicate.

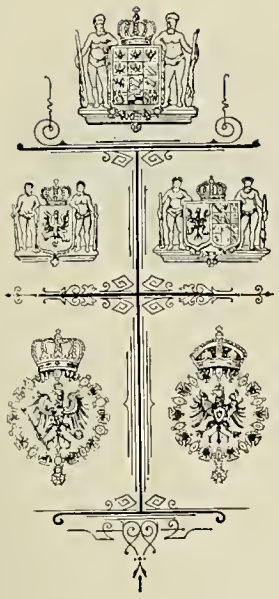
(JULES BISTER, Berlin.)

EVENING GOWN.

In pale blue pompadour satin with pale pink chiffon and écru Bretonne lace.

Simpson Hunter & Young

(Simpson, Hunter & Young, Glasgow.)

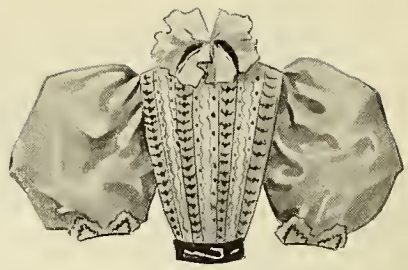


To Her Majesty and the Princess of the Royal and Imperial Family of Germany.

BALL COSTUME.

Skirt and sleeves of rose colored satin; corsage of satin and Nile green velvet; chemisette of white mousseline-de-soie with cream insertions; trimming of velvet roses; gold belt.

(JULES BISTER, Berlin.)



THEATER BLOUSE.

Rose chiffon cut square in the neck and trimmed with passementerie of cream insertion and black bead chains. Insertions covered with black beads. The passementerie reaches high in the neck, covering the square décolleté front. Very large puffed sleeves of rose satin duchesse. Girdle of black ribbon. Neck trimming of rose chiffon, passementerie, and black ribbon.

Ullmann & Strauss

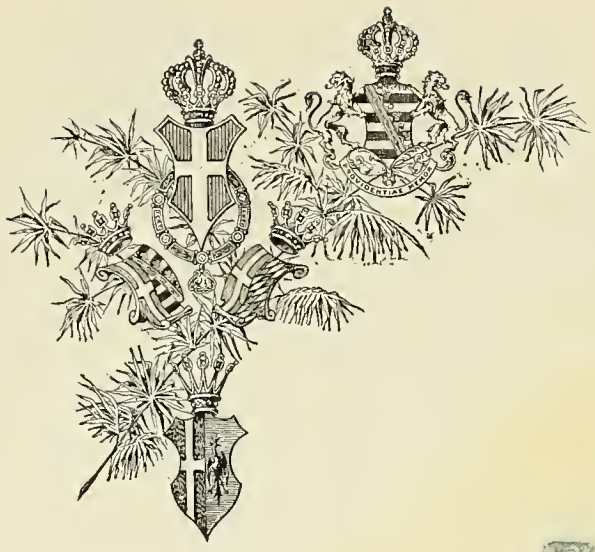
(ULLMANN & STRAUSS, Frankfort A. M.)

AN AFTERNOON RECEPTION GOWN.

The skirt is made of pink satin brocade, cut full, and slightly touching the ground at the back. The waist is of pink mirror velvet, made with full blouse effect in front and elaborately trimmed with white ruches. The sleeves are bouffon, just coming to the elbow where they are finished with a roll of the velvet. A handsome ribbon belt is finished with loops and bows.

A. Izambard

(A. IZAMBARD, St. Petersburg.)



ROBE DE VISITE.

Of taffeta chiné; small roses of several delicate colors on porcelain blue ground; the waist of cream embroidery appliqued on black gauze. Revers of porcelain blue velvet; collar and jabot of mousseline Nil.

De Gaspari, Rosa & Torta

(DE GASPARI, ROSA E TORTA, TURIN.)

An Introduction to the Modelers

In the first number of this important work it seems fitting that a comprehensive history should be given of these the greatest Modelers of Europe. Space, however, forbids more than a few words, and we shall reserve many interesting facts for a subsequent issue.

M. Félix of Paris is so well known that it seems almost unnecessary to say that at least there is not a more famous costumer in the world. His costumes, which are the most radical known, are adopted by the Royalty of Europe, the Théâtre Français, and the Vaudeville, and we Americans view them every year on our own stage. Twelve years ago, when Mme. Sarah Bernhardt first came to America, all her scenic costumes were designed by Félix, and those who remember the eulogies bestowed on her gowns can hardly fail to perceive that they were the work, not of the artist alone, but of the master. The high esteem in which he is held may be gathered from the fact that the Paris Exposition (1900) Committee has granted him the sole concession to erect a building on the grounds, and there display a history of Women's Costume, showing all the epochs of dress from ancient days to the present.

While in London, if one asks, "Which is the greatest house for general costumes?" he will invariably receive the reply, "Debenham & Freebody," and this in the face of the fact that it is an enormous wholesale and retail establishment, which has been in existence for more than a century, and has spread its wholesale houses to New York, Paris, Melbourne, Sydney, and Brussels. The firm's artist, "Pilotelle," who designed the costumes contributed by them, is the most famous artist of London in this especial line.

Hirsch & Cie. of Brussels (also of Amsterdam, Cologne, Dresden, and Hamburg) are costumers to the Court of Belgium. The house was founded in 1869, and employs in Brussels alone over a thousand employes on gowns, coats, and fur trimmings for ladies. M. Hirsch was decorated by the Queen of Belgium with the order of "Leopold." The house received gold medals at the National Exposition of Brussels in 1880, the International Exposition of Amsterdam in 1883, and the International Exposition of Antwerp in 1885.

Jules Bister occupies the head position as costumer at Berlin; he is "fournisseur" to the Imperial Court, to the ladies of honor, to four monarchial courts of Germany, and to most of the resident ambassadors at the German capital.

Ullman & Strauss of Frankfurt-am-Main are a firm of the first rank in that great city of finance. The house is one of the youngest and most progressive of Europe, and makes a specialty of jackets, adopting the "genres" of Vienna fashion.

The house of M. A. Vogels has been in existence for over sixty years, and is the firm, "par excellence," of The Hague, the residence capital of Holland. Among its patrons are the Royal Court and principal families of Holland.

Alfred Manning of Dublin enjoys a reputation second to none in Great Britain. The house was established by his father sixty years ago, and the son spent years with the leading costumers of Paris and London before taking up his father's affairs, which he has enormously developed. In addition to the names mentioned on his pages of illustrations, he counts among his clientèle the greatest nobility of Great Britain, and such artists as Patti, Melba, Nordica, Albani, Scalchi, Langtry, Nilsson and many others.

The Maison Izambard of St. Petersburg has been in existence many years, and makes a specialty of court costumes, which are all of the same pattern and colors at the Russian Court when worn by the ladies of honor to Her Imperial Majesty. M. Izambard presented to the writer, while at St. Petersburg, a photograph of the costume worn by the present Dowager Empress at her coronation at Moscow; this costume was the creation of M. Izambard.

Ch. Drecoll of Vienna is the greatest costumer of Austria; his clientèle embraces the Austrian Court and the nobility, and his tailor-made costumes are sent to all parts of Europe and America, where they are used as models; in fact, it is he who makes Vienna famous for tailor-made dresses. The establishment is one of the most elegant in Europe.

De Gaspari, Rosa e Torta occupy a handsome establishment on the grand square of Turin, Italy, and have a great reputation; they are costumers to the Queen of Italy, the Queen of Saxony, and the Dowager Duchesses Elizabeth of Genoa, Isabelle of Genoa, and the Imperial Dowager Duchess d'Aoste Bonaparte.

The house of Emilia Bossi of Florence, Italy, is the representative one of that beautiful city, and counts among its patrons some of our wealthiest and best known American families residing there.

"Aux Deux Passages" of Lyons was established in 1856, and is the largest house of Southern France, and commands a clientèle of the aristocracy of the central and southern parts of the country. As its name implies, it runs from street to street.

The firm of George Henry Lee & Co. of Liverpool is owned by Alderman T. W. Oakshott, and his two sons, Arthur and T. D. Oakshott, are joined in the management; the house is well known on this side of the water, and is especially famous for novelties in riding habits and tailor-made gowns, although these compose a small part of the business, which is an exhaustive one.

Simpson, Hunter & Young of Glasgow have been established nearly half a century; it is a representative Scotch house, of high reputation and refined taste, its clientèle extending throughout Great Britain.

Ladies' Garments

The Largest Department in this Country, and one of the Most Important in our Great Retail Establishment.

TO THOSE of our patrons who visit our store in person, and have witnessed the daily growth of this department to its present mammoth proportions, we have only to say we have not stopped growing yet, and surprises are in store for you during the present season. We have made extraordinary efforts through our representatives, both at home and abroad, to open the present season with the finest, largest, and most reasonable stock of ladies' garments that ready money, combined with rare talent in the selection of just what is wanted by the purchasing public, can procure. This great stock will consist in most part of the serviceable, value-received sort of goods, in the latest and most stylish designs. But at the same time we also have the finest and most elaborately-trimmed garments that our European buyers can purchase in the fashion centers of the world.

JORDAN, MARSH & COMPANY.

BOSTON, April 15, 1896.

Dressmaking . . . .

We not only manufacture garments of our own special designs and to order of our own materials, but we also reproduce the finest and most successful effects of the great European artists, and at our well-known popular prices.

Riding Habits

a Specialty.

Also

Mourning Orders

At Short Notice. By Letter or Telegram.

Messrs. Jordan, Marsh & Co. have a wide reputation for mourning goods. It is always wise to buy either black or gray materials of a house that carries the largest stock, as the choice is necessarily so much greater. They particularly invite inspection of their Black Soft-draping Fabrics. Their dressmaking department has every facility for the prompt execution of orders, and will make up mourning, trimmed in correct taste, in forty-eight hours upon receipt of letter or telegram.

We make a specialty of Complete Mourning Outfits, as we have at all times the largest assortments of Mourning Dress Goods, Millinery, Fringes, Ruchings, Collars and Cuffs, Prints, Shawls, Gloves, Handkerchiefs, Aprons, Umbrellas, Parasols, Jewelry, Stationery, etc.

JORDAN, MARSH & COMPANY.

Boston, April 15, 1896.

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